

United Way asks Community to help prevent \$40,000 Shortfall

For Immediate Release

November 25, 2014

Brant United Way is projecting a \$40,000 shortfall for its 2014 Campaign. This year's goal is \$1.651 million, on par with the achievement of 2013. "We came into this campaign knowing that the needs in our community were high, but after listening to our supporters, we understood that they could not withstand an increased target. But we also know that our funded agencies need us more than ever. Missing this target would have a significant impact in our community." said France Thibeault, 2014 Campaign Chair.

Residents of Brantford, the County of Brant and Six Nations of the Grand River have helped Brant United Way reach its fundraising goal each year since 2007. This year, Brant United Way is projecting a \$40,000 shortfall. This will have a direct impact on the 60+ programs and services that the Member Agencies offer. "Every year the campaign seems to struggle right to the very end, so on the surface, it may seem like this is normal. While we have seen some significant new growth in the campaign this year, these gains have been outweighed by some even bigger donor losses." Said Lauren Theobalds, interim campaign director.

Many individuals and companies have been very generous with their support, including a record number of new companies joining the campaign in 2014. Recently, Brant United Way received information from other donors that they are unable to give to the extent that they have in the past. Many individuals and companies in our community have been and continue to be impacted by the economy.

Brant United Way urges everyone to give what they can. Every gift counts and will add up to success for our community. If your company isn't running a workplace campaign, please do. It's easy, fun and there is still time to get involved. Call the Brant United Way office at 519-752-7848 for pledge cards and more information.

Together, we will rediscover what it means to be a community and create real, lasting change through our United Way campaign. "This campaign truly belongs to the individuals and organizations that rally around the United Way each year. It's the epitome of a community-wide effort. With another successful campaign in 2014, we can ensure these supports are available for community members in the years to come. If not you, then who will step up to the plate? Change starts here - change starts with you." said France Thibeault.

You can make a donation by calling 519-752-7848, in person at 125 Morrell Street, Brantford or on-line at www.brantunitedway.org.

For more information contact:

Sherry Haines, Executive Director
Brant United Way
519.752.7848 ext 217
sherry@brantunitedway.org

Lauren Theobalds, Interim Campaign Director
Brant United Way
519.752.7848 ext 216
lauren@brantunitedway.org

Partnership in the Community

Brant United Way is a volunteer-led organization with a vision to improve the lives of people in the Brant Community. Brant United Way is supporting over 60 programs and services in our region to help ensure that

the citizens of Brantford, Brant County and Six Nations of the Grand River are supported in all facets of their lives.

We understand the need to address the root cause of a problem. The variety of programs supported by Brant United Way offer multiple levels of support ranging from temporary support in crisis situations, to preventative solutions that ensure individuals and families of this community have the support they need to prosper.

Donations are invested locally to help change lives; Moving people from poverty to possibility, creating healthy people and strong neighbourhoods, and giving kids the opportunities to be all they can be. Approximately 45,000 citizens or 1 in 3 have been helped by the over 60 programs supported by Brant United Way.

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